

Web Metrics

Web Content Managers Forum
April 27, 2005

Sources of Web Metrics

- 1 Web server logs
- 1 Metric software
- 1 Web application reports:
 - 1 Search engines
 - 1 COTS packages
 - 1 Custom software
 - 1 Hosting provider
 - 1 Task management
- 1 Feedback
- 1 Usability testing
- 1 Surveys

Where HHS Gets Metrics

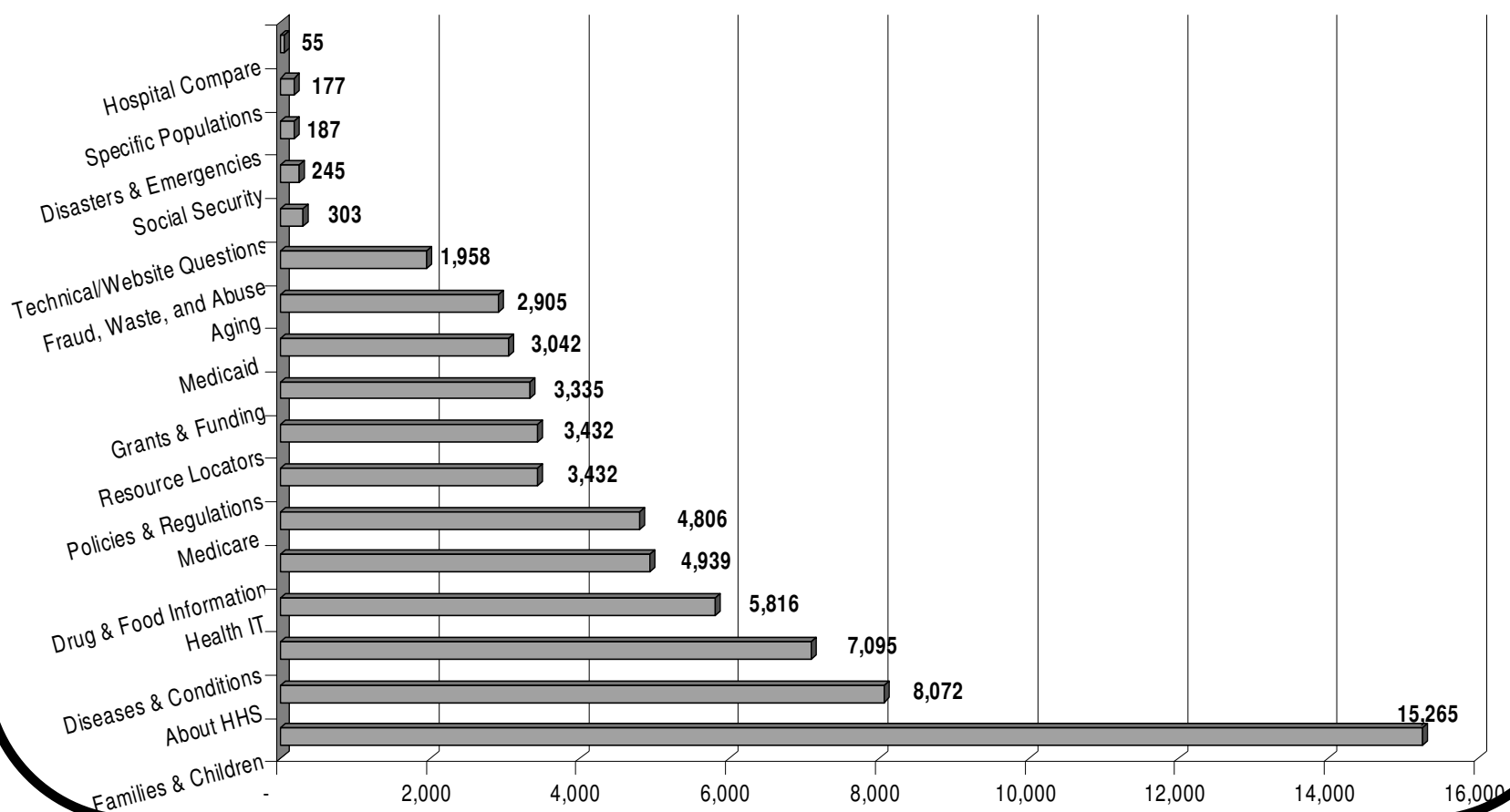
- 1 Usability testing
- 1 Feedback
- 1 Metric Software
 - 1 Web Trends
 - 1 Web XM
- 1 Search engine reports (Google)
- 1 E-service application reports (RightNow E-Service)
- 1 Presidential Management Agenda Reports
 - 1 GovBenefits.gov site usage reports
 - 1 USA Services reports
- 1 Management system reports

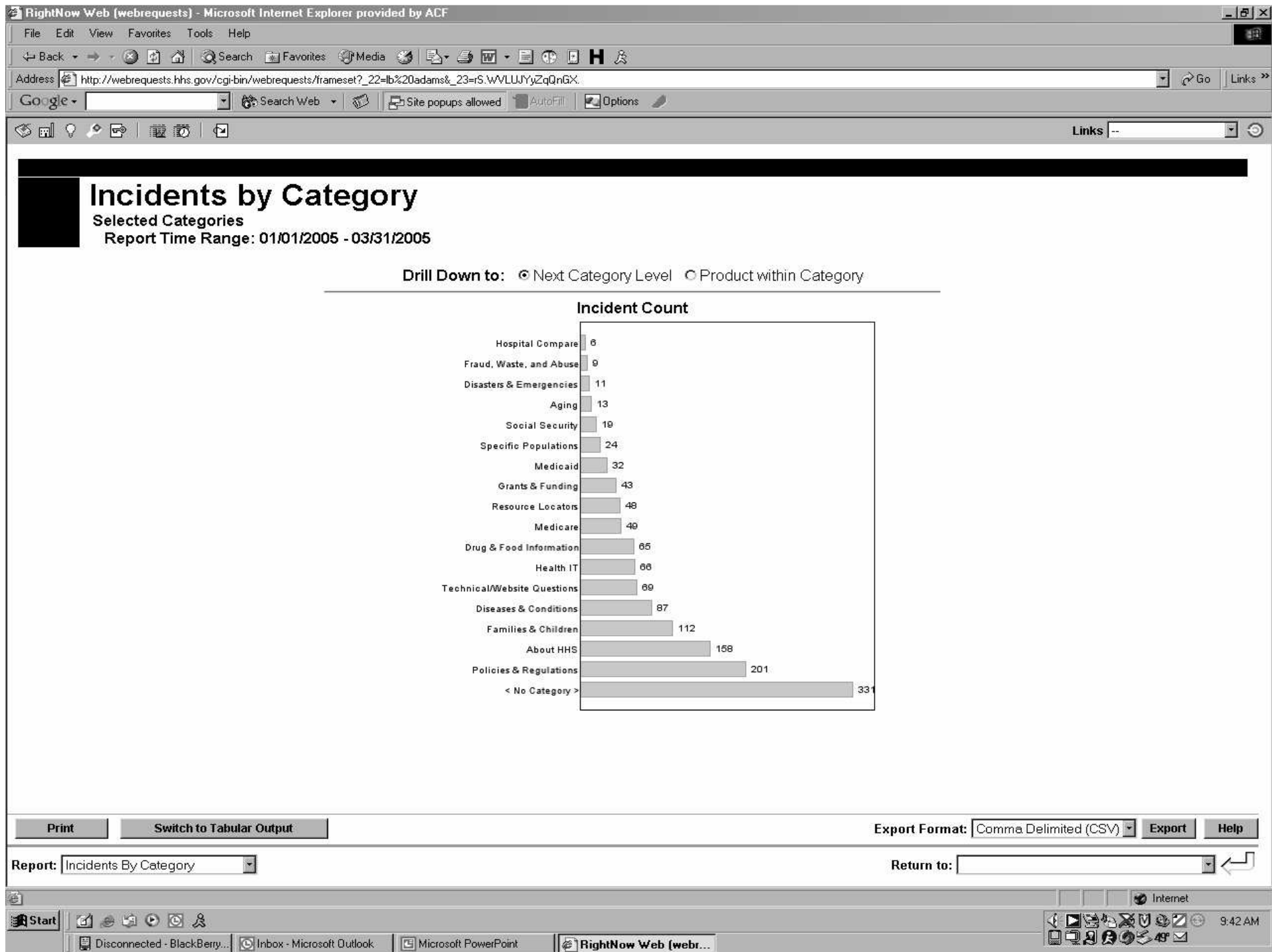
Useful E-Service Reports

- 1 Topics viewed by category
- 1 Questions submitted by category
- 1 “Self-service” rate
- 1 Keyword search
- 1 Subscriptions to your information
- 1 Question creation trend
- 1 Click stream and session tracking
- 1 System Performance
- 1 Bandwidth usage

FAQ Topics Viewed

Topics Viewed Per Quarter 2, 2005





FAQ Site Effectiveness

Site Effectiveness

Selected Data

Report Time Range: 04/19/2005 - 04/26/2005

Total Session Activity (18,870 Sessions)

| <u>Activity</u> | <u>Count</u> | <u>Percent</u> |
|---------------------------------|--------------|----------------|
| View Answer | 8,785 | 46.6% |
| Search | 10,288 | 54.5 % |
| Submit Question | 121 | 0.6 % |
| <i>Self Service Rate</i> | | 99.4 % |

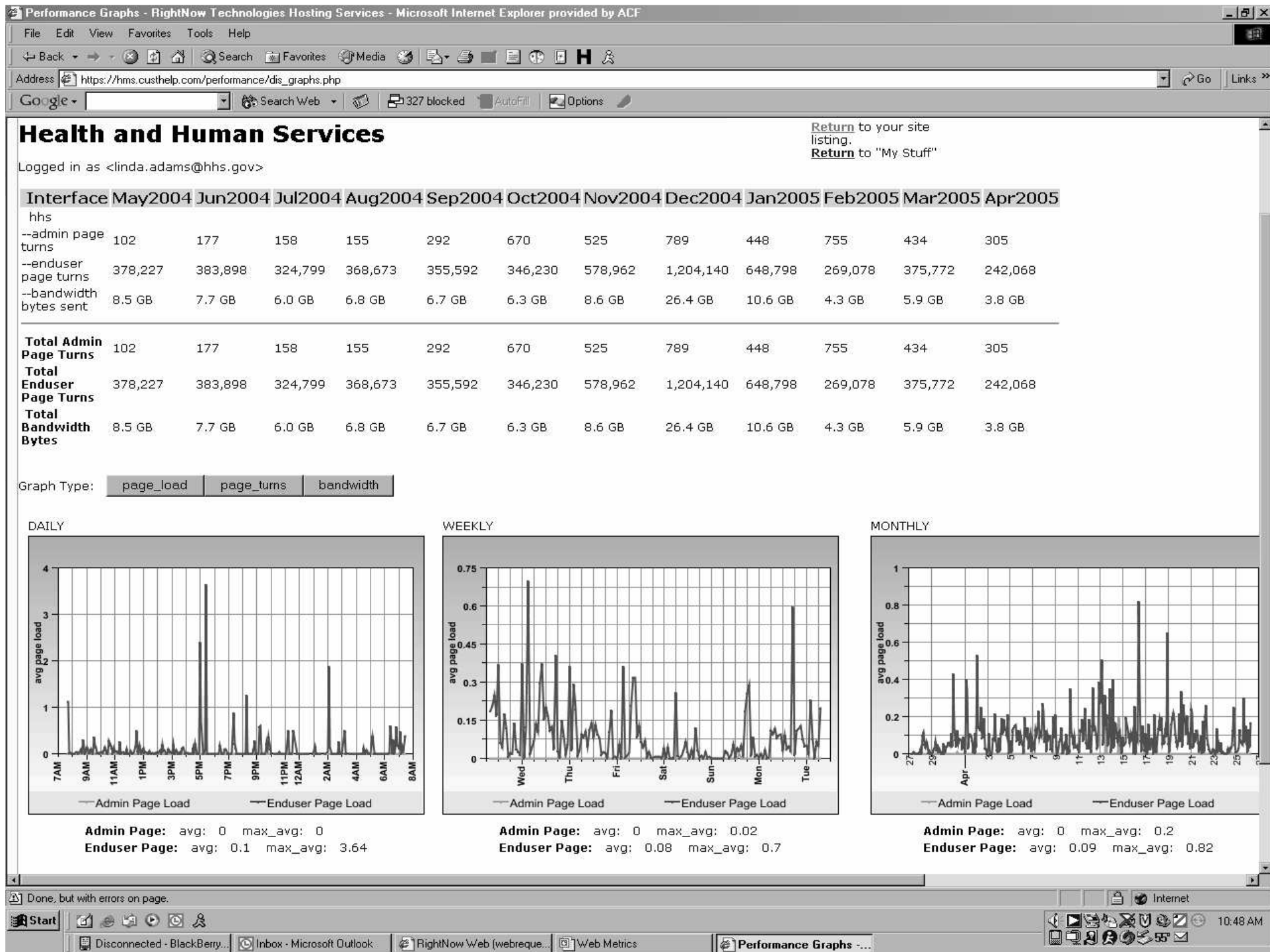
Top 10 FAQ Search Terms

| Phrase Stem | Search Count | # of Answers |
|----------------|--------------|--------------|
| BUSI ASSOCI | 505 | 86 |
| HIPAA | 470 | 208 |
| EMPLOY | 386 | 27 |
| AUTHOR | 368 | 112 |
| HIPPA | 318 | 176 |
| MEDIC RECORD | 225 | 118 |
| RESEARCH | 221 | 38 |
| WORKER COMPENS | 193 | 9 |
| LAW ENFORC | 190 | 102 |

Useful Team Management Reports

┆ On Demand Reports

- ┆ Operational status
- ┆ Staff effectiveness
- ┆ Staff performance
- ┆ Staff activity
- ┆ Time billed
- ┆ Staff assignments by status
- ┆ Event tracking



Staff Performance

Selected Groups

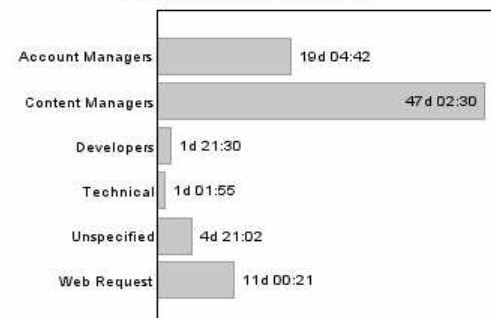
Interval Type: Created - Close

Report Time Range: 01/01/2005 - 04/26/2005

Incidents



Average Interval Time



Print

Switch to Tabular Output

Export Format: Comma Delimited (CSV)

Export

Help

Report: Staff Performance

Return to:

Analysis

1 Plan ahead

- 1 Know what media or programmatic events are upcoming and plan what you and the team want to know about
- 1 Find the gaps in knowledge and inform planners about what you need to assist their efforts
- 1 Develop standard report formats for program staff that are easy to understand and use

Analysis

- 1 Steps to take:
 - 1 Develop baseline data
 - 1 Analyze across set time periods
 - 1 Evaluate differences and similarities in the data
 - 1 Compare with similar time periods or against similar episodes
 - 1 Validate across different tools (for example, site search engine tools compared Web application search tool)
 - 1 Where appropriate, use statistical tools to validate data (analysis of variance)
 - 1 Look for the big picture
 - 1 Look for the gaps and what you need to get better data
 - 1 Document your analysis and the methods used
 - 1 Save and back up your data files

What to do with your data

- 1 Prepare regular, easy-to-use analytic reports and presentations for content managers and management
- 1 Route feedback directly to content managers for analysis and preparation of new or revised content
- 1 Serve as technical support for content managers regarding site performance data

Low-tech and cheap methods

1 Low-tech methods to identify users

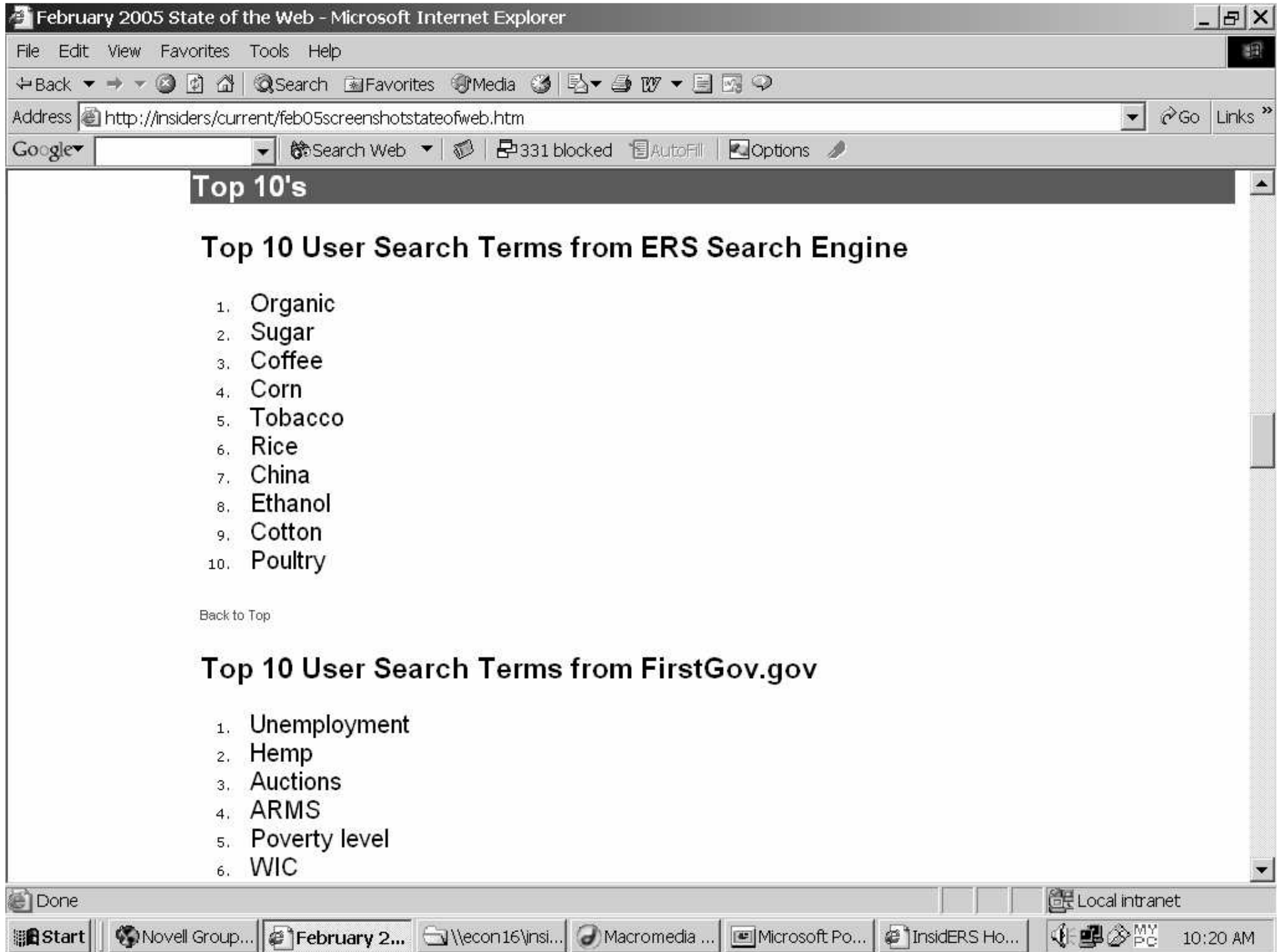
- 1 Usability testing
- 1 Questions from site visitors
- 1 Feedback
- 1 Simple surveys via email

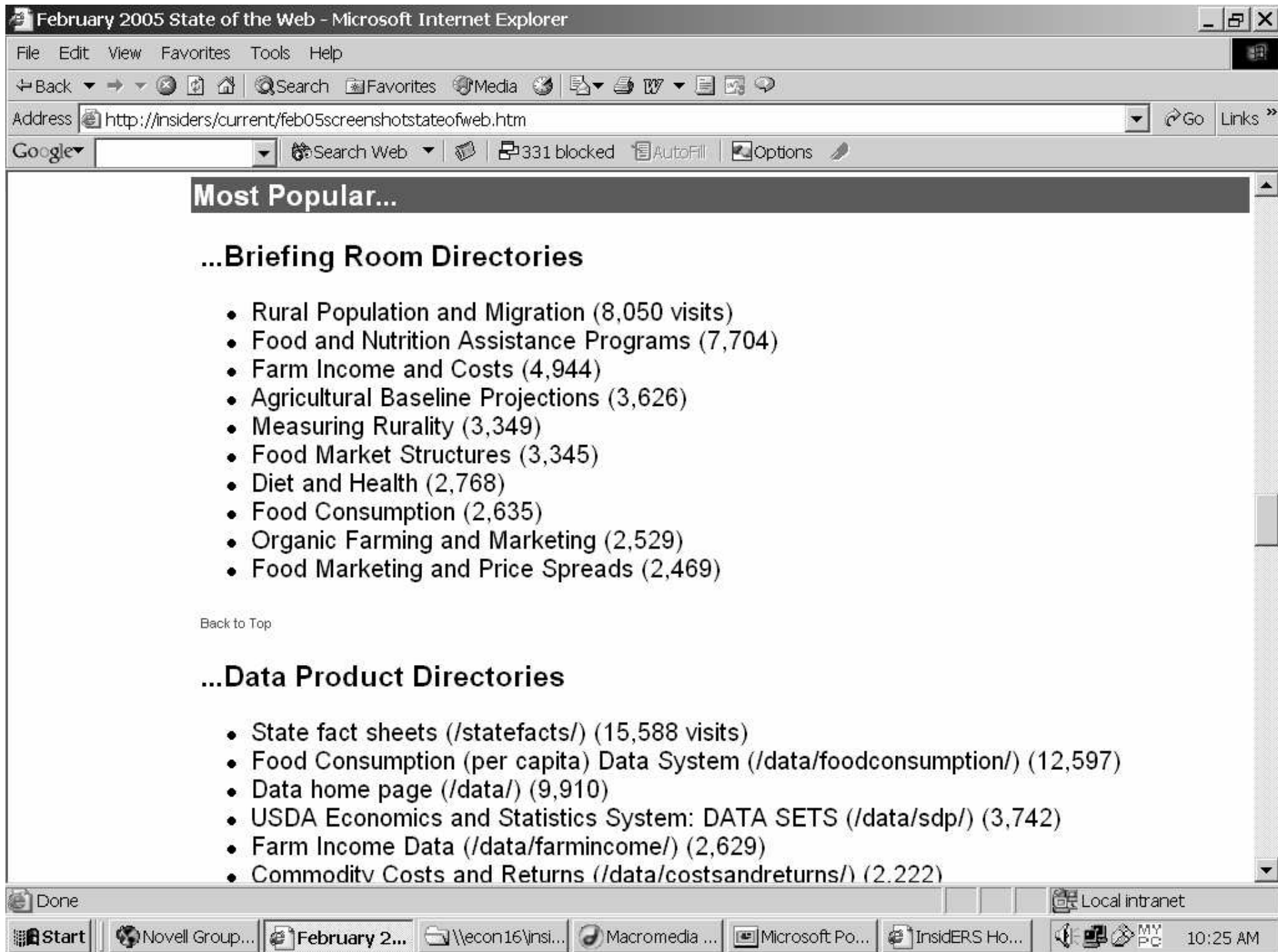
1 Cheap Metrics

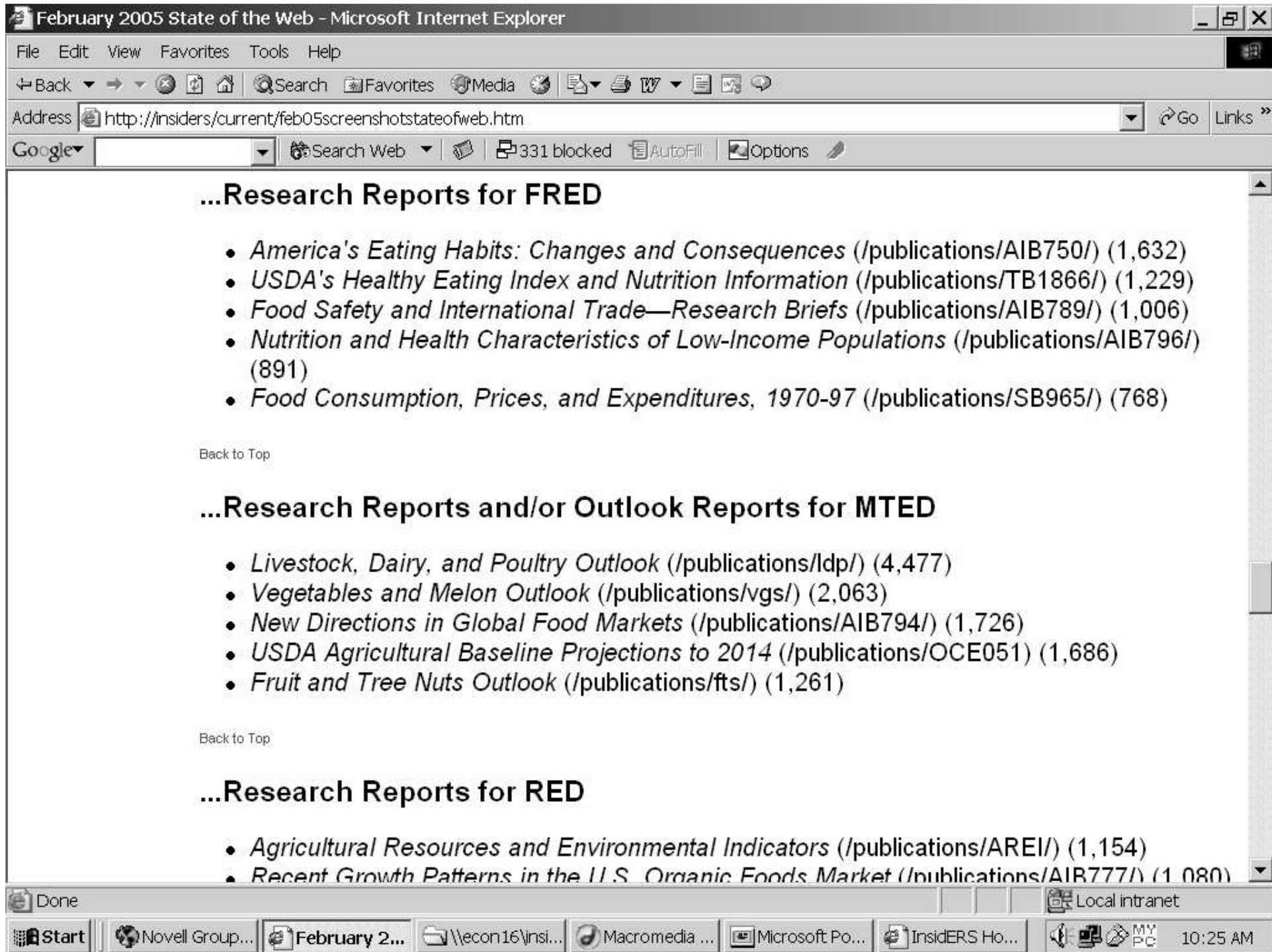
- 1 Feedback via email
- 1 PMA Reports on site performance

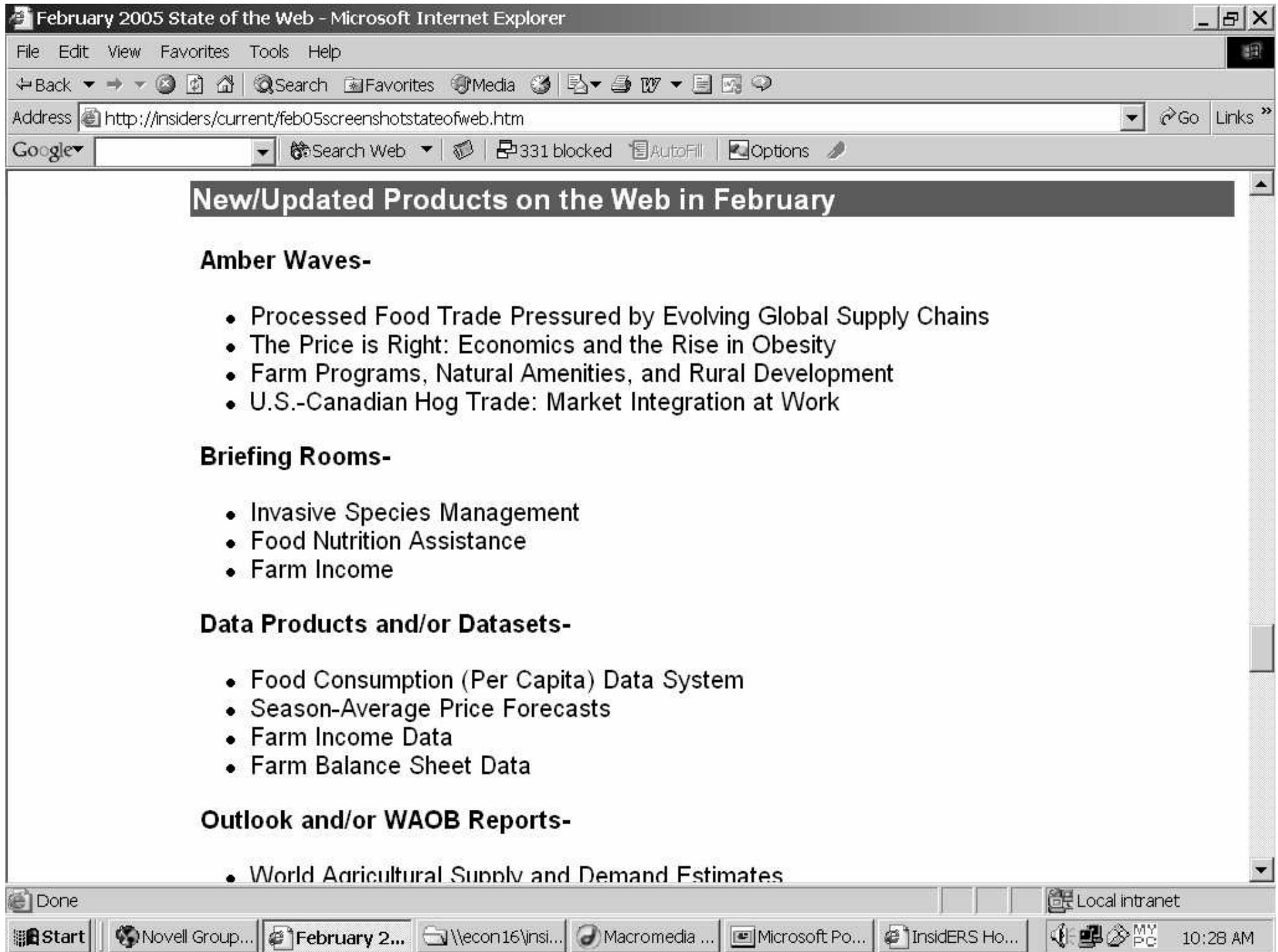
ERS's State of the Web Report

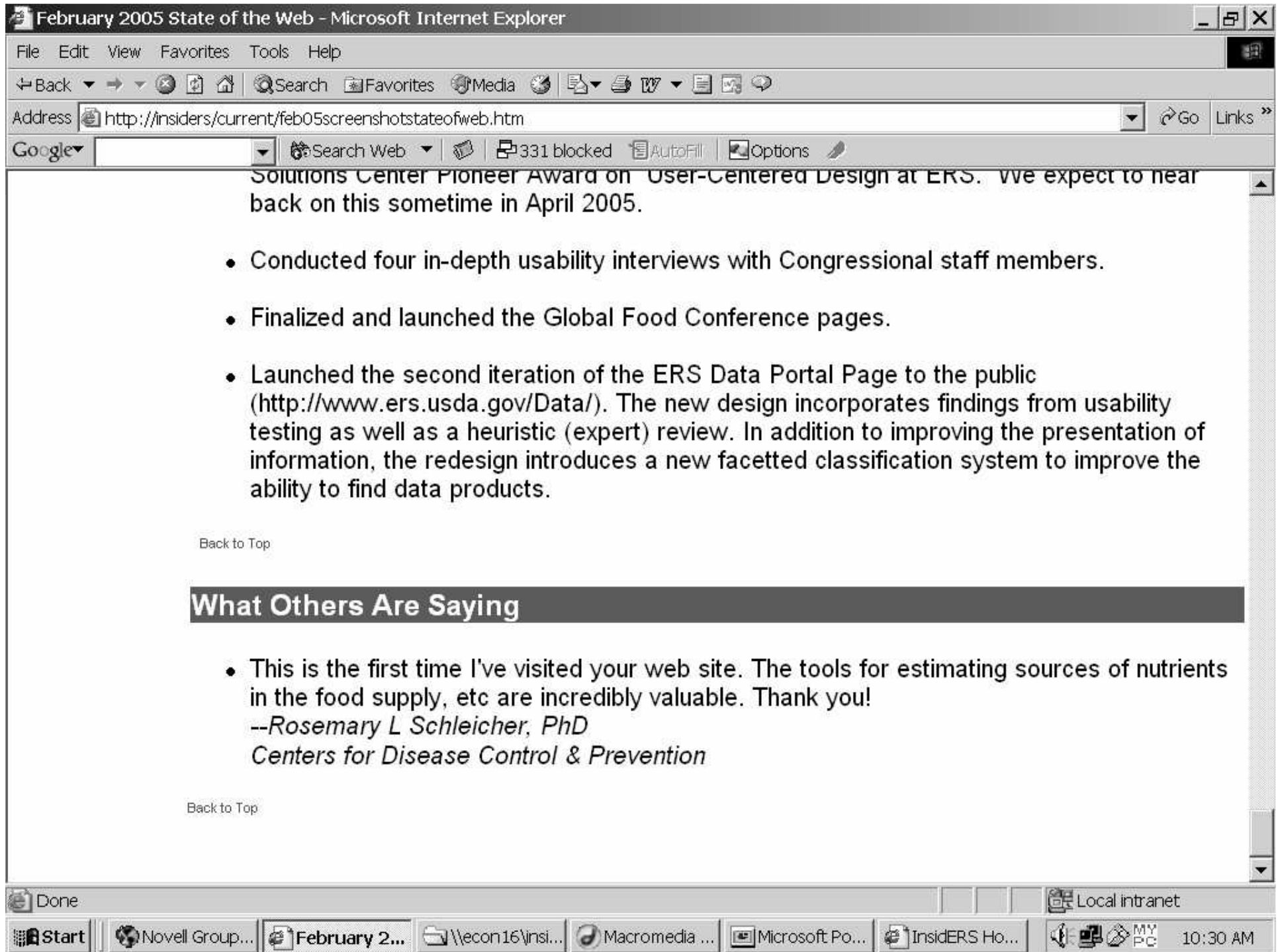
- 1 Customer Satisfaction Survey Highlights
- 1 Site Traffic
- 1 Referring Sites
- 1 Top 10 Search Terms
- 1 Most Popular...
- 1 New/Updated Products on the Web
- 1 Web Team "Successories"
- 1 What Others Are Saying











Solutions Center Pioneer Award on User-Centered Design at ERS. We expect to hear back on this sometime in April 2005.

- Conducted four in-depth usability interviews with Congressional staff members.
- Finalized and launched the Global Food Conference pages.
- Launched the second iteration of the ERS Data Portal Page to the public (<http://www.ers.usda.gov/Data/>). The new design incorporates findings from usability testing as well as a heuristic (expert) review. In addition to improving the presentation of information, the redesign introduces a new faceted classification system to improve the ability to find data products.

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What Others Are Saying

- This is the first time I've visited your web site. The tools for estimating sources of nutrients in the food supply, etc are incredibly valuable. Thank you!
--Rosemary L Schleicher, PhD
Centers for Disease Control & Prevention

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Customer Satisfaction Survey

- 1 American Customer Satisfaction Survey
- 1 Quarterly indexing customer satisfaction of participating government sites
- 1 Government Satisfaction Scores
<http://www.theacsi.org/government.htm>